

WDAF - TV - Issue Ad Public File Checklist

1. Missourians for Health and Education
Name of Sponsoring Organization

2. Accepted: / Rejected: _____ (mark one)

3. Class of Time: Issue

4. 101-115
Flight dates and times

5. See order
Rate charged

6. TOBACCO TAX
Description of Issue

6. Po Box 412887 Kansas City, Mo 64141
Address of Sponsoring Organization

7. Telephone Number of Sponsoring Organization _____ Email Address _____

8. Andrew Wilson _____ Trees
Sponsor's Officers/Directors/Executive Committee

9. Description of substantiation provided (if any)

10. Proper Sponsorship Identification: Yes / No _____

Name Andrew Wilson

Date 6/23/12



WDAF-TV

ORDER

Print Date 08/15/12

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Flight Dates 10/16/12-10/22/12

Contract / Revision 568701 / MO 4 HEALTH AND EDU

Original Date / Revision 08/15/12 08/15/12

Advertiser Mo 4 Health & Education

Agency Buying Time LLC

Buying Contact

650 Massachusetts Ave NW
Suite 210
Washington, DC 20001

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 2136

Alt Order # 09793021

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL PLI POL

Product Codes PL2C

Priority 1

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 30% Market Value 132666

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	12%	15920
KCWE	%	0
KMBC	34%	45106
KMCI	%	0
KPXE	%	0
KSHB	24%	31840
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	38	\$33,830.00	\$39,800.00	0.00	10/01/12	10/22/12	38	\$33,830.00	\$39,800.00
Totals	38	\$33,830.00	\$39,800.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	4	10/16/12	10/16/12	M-F 530-6a M-F 530-6a	CM-All	530-6a		-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12				10/21/12	-T-----		1	\$300.00	0.00							
E 2	4	10/17/12	10/17/12	M-F 530-6a M-F 530-6a	CM-All	530-6a		--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12				10/21/12	--W----		1	\$300.00	0.00							
E 3	4	10/18/12	10/18/12	M-F 530-6a M-F 530-6a	CM-All	530-6a		--T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00
FOX News																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10/15/12				10/21/12	---T---		1	\$300.00	0.00							



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Contract / Revision 568701 Flight Dates 10/16/12-10/22/12 Hiatus Dates
Original Date / Revision 08/15/12 / 08/15/12 Order Sep 00:15:00
Advertiser Mo 4 Health & Education Product MO 4 HEALTH AND EDU Estimate # 2136

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 4	4	10/19/12	10/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	----F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	----F--		1	\$300.00			0.00						
E 5	4	10/22/12	10/22/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	M-----		1	\$300.00			0.00						
E 6	4	10/16/12	10/16/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-T-----		1	\$1,000.00			0.00						
E 7	4	10/17/12	10/17/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	--W----		1	\$1,000.00			0.00						
E 8	4	10/18/12	10/18/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	---T---		1	\$1,000.00			0.00						
E 9	4	10/19/12	10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	----F--		1	\$1,000.00			0.00						
E 10	4	10/22/12	10/22/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	M-----		1	\$1,000.00			0.00						
E 11	4	10/16/12	10/16/12	M-F 7-9a 7-8a	CM-All	7-8a	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-T-----		1	\$825.00			0.00						
E 12	4	10/17/12	10/17/12	M-F 7-9a 7-8a	CM-All	7-8a	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	--W----		1	\$825.00			0.00						
E 13	4	10/18/12	10/18/12	M-F 7-9a 7-8a	CM-All	7-8a	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	---T---		1	\$825.00			0.00						
E 14	4	10/19/12	10/19/12	M-F 7-9a 7-8a	CM-All	7-8a	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	----F--		1	\$825.00			0.00						



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Contract / Revision

568701 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision

08/15/12 / 08/15/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education

Product MO 4 HEALTH AND EDU

Estimate # 2136



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Contract / Revision 568701 Flight Dates 10/16/12-10/22/12 Hiatus Dates

Original Date / Revision 08/15/12 / 08/15/12 Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH AND EDU Estimate # 2136

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
																	Amount
E 24	4	10/19/12	10/19/12	M-F	5-6p	CM-All	530-6p		----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--				1	\$1,000.00			0.00					
E 25	4	10/22/12	10/22/12	M-F	5-6p	CM-All	530-6p		M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	M-----				1	\$1,000.00			0.00					
E 26	4	10/16/12	10/16/12	M-F	6-630p	CM-All	6-630p		-T-----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-T-----				1	\$1,440.00			0.00					
E 27	4	10/17/12	10/17/12	M-F	6-630p	CM-All	6-630p		--W----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	--W----				1	\$1,440.00			0.00					
E 28	4	10/18/12	10/18/12	M-F	6-630p	CM-All	6-630p		---T---	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	---T---				1	\$1,440.00			0.00					
E 29	4	10/19/12	10/19/12	M-F	6-630p	CM-All	6-630p		----F--	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	---F--				1	\$1,440.00			0.00					
E 30	4	10/22/12	10/22/12	M-F	6-630p	CM-All	6-630p		M-----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00
News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	M-----				1	\$1,440.00			0.00					
E 31	4	10/16/12	10/16/12	M-F	9-10p	CM-All	9-930p		-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-T-----				1	\$1,800.00			0.00					
E 32	4	10/17/12	10/17/12	M-F	9-10p	CM-All	9-930p		--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	--W----				1	\$1,800.00			0.00					
E 33	4	10/18/12	10/18/12	M-F	9-10p	CM-All	9-930p		---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	---T---				1	\$1,800.00			0.00					
E 34	4	10/19/12	10/19/12	M-F	9-10p	CM-All	9-930p		----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	----F--				1	\$1,800.00			0.00					



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Contract / Revision568701Flight Dates 10/16/12-10/22/12Hiatus DatesOriginal Date / Revision

08/15/12 / 08/15/12

Order Sep 00:15:00Advertiser Mo 4 Health & EducationProduct MO 4 HEALTH AND EDUEstimate # 2136

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 34	4	10/19/12	10/19/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM		1	\$1,800.00
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	----F--		1	\$1,800.00			0.00						
E 35	4	10/22/12	10/22/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM		1	\$1,800.00
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	M-----		1	\$1,800.00			0.00						
E 36	4	10/20/12	10/20/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$800.00	1	0.00	NM		1	\$800.00
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----S-		1	\$800.00			0.00						
E 37	4	10/21/12	10/21/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$375.00	1	0.00	NM		1	\$375.00
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----S		1	\$375.00			0.00						
E 38	4	10/21/12	10/21/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$1,800.00	1	0.00	NM		1	\$1,800.00
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/15/12	10/21/12	-----S		1	\$1,800.00			0.00						
														Totals	38	\$39,800.00



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ORDER

Print Date 08/15/12

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Flight Dates 10/23/12-10/29/12

<u>Contract / Revision</u>	568691 /	<u>Product</u>	Order Sep	00:15:00	
<u>Original Date / Revision</u>			<u>Estimate #</u>	2135	
08/15/12	08/15/12	<u>Agency Com</u>	Alt Order #	09793023	
		15%	<u>Billing Type</u>	Cash	
		<u>Billing Contact</u>	<u>Order Type</u>	GENERAL	
<u>Advertiser</u>	Mo 4 Health & Education	650 Massachusetts Ave NW	<u>Billing Cycle</u>	EOM/EOC	
		Suite 210	<u>Billing Calendar</u>	BROADCAST	
<u>Agency</u>	Buying Time LLC	Washington, DC 20001	<u>Demographic</u>	A35+	
<u>Buying Contact</u>			<u>Rev Codes</u>	SP-POL PLI	POL
650 Massachusetts Ave NW			<u>Product Codes</u>	PL2C	
Suite 210			<u>Priority</u>	1	
Washington, DC 20001			<u>Advertiser Ref</u>		

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 30% Market Value 132666

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	12%	15920
KCWE	%	0
KMBC	34%	45106
KMCI	%	0
KPXE	%	0
KSHB	24%	31840
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	31	\$27,569.75	\$32,435.00	0.00	10/01/12	10/28/12	31	\$27,569.75	\$32,435.00
November 2012	7	\$6,260.25	\$7,365.00	0.00	10/29/12	10/29/12	7	\$6,260.25	\$7,365.00
Totals	38	\$33,830.00	\$39,800.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
E 1	4	10/23/12	10/23/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12				10/28/12	-T-----	1	\$300.00	0.00								
E 2	4	10/24/12	10/24/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--W----	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12				10/28/12	--W----	1	\$300.00	0.00								
E 3	4	10/25/12	10/25/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week: 10/22/12				10/28/12	--W----	1	\$300.00	0.00								



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Print Date: 08/15/12

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Contract / Revision 568691 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 08/15/12/ 08/15/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC

Estimate # 2135

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
E 3	4	10/25/12	10/25/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		---T---		1	\$300.00			0.00						
E 4	4	10/26/12	10/26/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---F--	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		---F--		1	\$300.00			0.00						
E 5	4	10/29/12	10/29/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	M-----	:30	1	\$300.00	2	0.00	NM	1	\$300.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/29/12		11/04/12		M-----		1	\$300.00			0.00						
E 6	4	10/23/12	10/23/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		-T-----		1	\$1,000.00			0.00						
E 7	4	10/24/12	10/24/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		--W----		1	\$1,000.00			0.00						
E 8	4	10/25/12	10/25/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		---T---		1	\$1,000.00			0.00						
E 9	4	10/26/12	10/26/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		----F--		1	\$1,000.00			0.00						
E 10	4	10/29/12	10/29/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		M-----		1	\$1,000.00			0.00						
E 11	4	10/23/12	10/23/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		-T-----		1	\$825.00			0.00						
E 12	4	10/24/12	10/24/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$825.00	1	0.00	NM	1	\$825.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		--W----		1	\$825.00			0.00						
E 13	4	10/25/12	10/25/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00	
FOX News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/22/12		10/28/12		---T---		1	\$825.00			0.00						



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Contract / Revision 568691 Flight Dates 10/23/12-10/29/12 Hiatus Dates

Original Date / Revision 08/15/12/ 08/15/12 Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC Estimate # 2135



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<u>Contract / Revision</u>		568691	<u>Flight Dates</u> 10/23/12-10/29/12				<u>Hiatus Dates</u>									
<u>Original Date / Revision</u>		08/15/12/	08/15/12				<u>Order Sep</u> 00:15:00									
<u>Advertiser</u> Mo 4 Health & Education		<u>Product</u> MO 4 HEALTH & EDUC				<u>Estimate #</u>	2135									
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
E 23	4	10/25/12	10/25/12	M-F 5-6p	CM-All	530-6p	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		---T---			1	\$1,000.00		0.00						
E 24	4	10/26/12	10/26/12	M-F 5-6p	CM-All	530-6p	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		----F--			1	\$1,000.00		0.00						
E 25	4	10/29/12	10/29/12	M-F 5-6p	CM-All	530-6p	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12		M-----			1	\$1,000.00		0.00						
E 26	4	10/23/12	10/23/12	M-F 6-630p	CM-All	6-630p	-T-----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		-T-----			1	\$1,440.00		0.00						
E 27	4	10/24/12	10/24/12	M-F 6-630p	CM-All	6-630p	--W----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		--W----			1	\$1,440.00		0.00						
E 28	4	10/25/12	10/25/12	M-F 6-630p	CM-All	6-630p	---T---	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		---T---			1	\$1,440.00		0.00						
E 29	4	10/26/12	10/26/12	M-F 6-630p	CM-All	6-630p	----F--	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		----F--			1	\$1,440.00		0.00						
E 30	4	10/29/12	10/29/12	M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$1,440.00	1	0.00	NM	1	\$1,440.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12		M-----			1	\$1,440.00		0.00						
E 31	4	10/23/12	10/23/12	M-F 9-10p	CM-All	9-930p	-T-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		-T-----			1	\$1,800.00		0.00						
E 32	4	10/24/12	10/24/12	M-F 9-10p	CM-All	9-930p	--W----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/28/12		--W----			1	\$1,800.00		0.00						
E 33	4	10/25/12	10/25/12	M-F 9-10p	CM-All	9-930p	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00	
News																



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Contract / Revision 568691 Flight Dates 10/23/12-10/29/12 Hiatus Dates

Original Date / Revision 08/15/12/ 08/15/12 Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC Estimate # 2135

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
E 33	4	10/25/12	10/25/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/22/12	10/28/12	---T---		1	\$1,800.00								
E 34	4	10/26/12	10/26/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/22/12	10/28/12	----F--		1	\$1,800.00								
E 35	4	10/29/12	10/29/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/29/12	11/04/12	M-----		1	\$1,800.00								
E 36	4	10/27/12	10/27/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$800.00	1	0.00	NM	1	\$800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/22/12	10/28/12	-----S-		1	\$800.00								
E 37	4	10/28/12	10/28/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/22/12	10/28/12	-----S		1	\$375.00								
E 38	4	10/28/12	10/28/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
		Week: 10/22/12	10/28/12	-----S		1	\$1,800.00								

Totals 38 \$39,800.00



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ORDER

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Flight Dates 10/30/12-11/05/12

<u>Contract / Revision</u>	<u>568689</u>	<u>/</u>	<u>MO 4 HEALTH & EDUC</u>	<u>Order Sep</u>	00:15:00	
<u>Original Date / Revision</u>	08/15/12	08/15/12	<u>Agency Com</u> 15%	<u>Estimate #</u>	2134	
			<u>Billing Contact</u>	<u>Alt Order #</u>	09793026	
<u>Advertiser</u> Mo 4 Health & Education			650 Massachusetts Ave NW Suite 210 Washington, DC 20001	<u>Billing Type</u>	Cash	
<u>Agency</u>	Buying Time LLC		<u>Billing Cycle</u>	GENERAL		
<u>Buying Contact</u>			<u>Billing Calendar</u>	EOM/EOC		
			<u>Demographic</u>	A35+		
			<u>Rev Codes</u>	SP-POL	PLI	POL
			<u>Product Codes</u>	PL2C		
650 Massachusetts Ave NW Suite 210 Washington, DC 20001			<u>Priority</u>	1		
			<u>Advertiser Ref</u>			

Primary Account Executive

Dan Driscoll

<u>Account Executive</u>	<u>Order%</u>	<u>Start Date</u>	<u>End Date</u>
Dan Driscoll	100%		

Order Share 30% Market Value 138166

<u>Competing Station</u>	<u>% of Order</u>	<u>Amount</u>
KCPT	%	0
KCTV	12%	16580
KCWE	%	0
KMBC	34%	46976
KMCI	%	0
KPXE	%	0
KSHB	24%	33160
KSMO	%	0

Order Totals**Billing Plan**

<u>Month</u>	<u># of Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>	<u>Rating</u>	<u>Start Date</u>	<u>End Date</u>	<u># Spots</u>	<u>Net Amount</u>	<u>Gross Amount</u>
November 2012	40	\$35,232.50	\$41,450.00	0.00	10/29/12	11/05/12	40	\$35,232.50	\$41,450.00
Totals	40	\$35,232.50	\$41,450.00	0.00					

<u>Ln</u>	<u>Ch</u>	<u>Start</u>	<u>End</u>	<u>Inventory Code</u>	<u>Break</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Len</u>	<u>Spots</u>	<u>Rate</u>	<u>Pri</u>	<u>Rtg</u>	<u>Type</u>	<u>Totals</u>
E 1	4	10/30/12	10/30/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$300.00	2	0.00	NM	1 \$300.00
FOX News														
			<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/29/12			11/04/12	-T-----	1	\$300.00	0.00							
E 2	4	10/31/12	10/31/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	--W----	:30	1	\$300.00	2	0.00	NM	1 \$300.00
FOX News														
			<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/29/12			11/04/12	--W----	1	\$300.00	0.00							
E 3	4	11/01/12	11/01/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$300.00	2	0.00	NM	1 \$300.00
FOX News														
			<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week: 10/29/12			11/04/12	---T---	1	\$300.00	0.00							



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Contract / Revision 568689 Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision 08/15/12 / 08/15/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education

Product MO 4 HEALTH & EDUC

Estimate # 2134



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Contract / Revision

568689 Flight Dates 10/30/12-11/05/12

Hiatus Dates

Original Date / Revision

08/15/12/ 08/15/12

Order Sep 00:15:00

Advertiser Mo 4 Health & Education

Product MO 4 HEALTH & EDUC

Estimate # 2134

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
E 14	4	11/02/12	11/02/12	M-F 7-9a	CM-All	7-8a	----F--	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$825.00		0.00			
E 15	4	11/05/12	11/05/12	M-F 7-9a	CM-All	7-8a	M-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$825.00		0.00			
E 16	4	10/30/12	10/30/12	M-F 7-9a	CM-All	8-9a	-T-----	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$825.00		0.00			
E 17	4	11/01/12	11/01/12	M-F 7-9a	CM-All	8-9a	---T---	:30	1	\$825.00	1	0.00	NM	1	\$825.00
FOX News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$825.00		0.00			
E 18	4	10/30/12	10/30/12	M-F 5-6p	CM-All	5-6p	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$1,000.00		0.00			
E 19	4	10/31/12	10/31/12	M-F 5-6p	CM-All	5-530p	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W---		1				\$1,000.00		0.00			
E 20	4	11/01/12	11/01/12	M-F 5-6p	CM-All	5-530p	---T---	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$1,000.00		0.00			
E 21	4	11/02/12	11/02/12	M-F 5-6p	CM-All	5-530p	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$1,000.00		0.00			
E 22	4	11/05/12	11/05/12	M-F 5-6p	CM-All	5-530p	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,000.00		0.00			
E 23	4	10/30/12	10/30/12	M-F 5-6p	CM-All	530-6p	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$1,000.00		0.00			
E 24	4	10/31/12	10/31/12	M-F 5-6p	CM-All	530-6p	--W----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$1,000.00		0.00			



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Contract / Revision **568689** Flight Dates **10/30/12-11/05/12** Hiatus Dates

Original Date / Revision 08/15/12 / 08/15/12 Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC Estimate # 2134



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Contract / Revision 568689 Flight Dates 10/30/12-11/05/12

Hiatus Dates

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Order Sep 00:15:00

Advertiser Mo 4 Health & Education Product MO 4 HEALTH & EDUC

Estimate # 2134

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
E 34	4	10/31/12	10/31/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W---		1	\$1,800.00			0.00					
E 35	4	11/01/12	11/01/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---T---	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1	\$1,800.00			0.00					
E 36	4	11/02/12	11/02/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1	\$1,800.00			0.00					
E 37	4	11/05/12	11/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$1,800.00			0.00					
E 38	4	11/03/12	11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$800.00	1	0.00	NM	1	\$800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1	\$800.00			0.00					
E 39	4	11/04/12	11/04/12	Su 5-6p Su 5-6p	CM-All	5-6p	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$375.00			0.00					
E 40	4	11/04/12	11/04/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$1,800.00			0.00					
														Totals	40 \$41,450.00